



# THE CAMPAIGN FOR CLARK ATLANTA UNIVERSITY



CLARK ATLANTA  
UNIVERSITY



“ Now is the accepted time, not tomorrow, not some more convenient season. It is today that our best work can be done and not some future day or future year. It is today that we fit ourselves for the greater usefulness of tomorrow. Today is the seed time, now are the hours of work and tomorrow comes the harvest and the playtime.

-W.E.B. DuBois,  
*Scholar, Historian, Activist, and School of Social Work Co-Founder*

## About Clark Atlanta University

Over our 150-year history, Clark Atlanta University has been a cradle of learning and innovation—an educational institution that has produced civic leaders, artists, and entrepreneurs the likes of Ralph David Abernathy, Pearl Cleage, Kenny Leon, and Pinky Cole.

Clark Atlanta University’s historic consolidation brought together Clark College (founded 1869) and Atlanta University (founded 1865) to create “One Exceptional University” in 1988, and we remain the only university in the Atlanta University Center.

Guided by the motto *I’ll find a way or make one*, Clark Atlanta students hone their scholarship, service, and self-determination skills during their time on campus and graduate from the university prepared to transform the world.



Clark Atlanta University is a private, coeducational, research-intensive liberal arts institution with a predominantly African American heritage that serves students of diverse racial, ethnic, and socioeconomic backgrounds. We award undergraduate, graduate, and professional degrees and certificate programs through four schools that comprise 40 unique areas of study.

CAU is a historically Black institution, is known widely as a national university and is classified as a Carnegie doctoral/research-intensive institution. Our School of Social Work was the first to be established in the state of Georgia, and our School of Business Administration is one of the top 10 producers of Black business professionals in the nation.

## About *The Campaign for Clark Atlanta University*

Grounded in our institutional values that were instilled more than a century ago, we now turn an eye toward the next 150 years of shaping students who think, lead, and act.

*The Campaign for Clark Atlanta University* is our first comprehensive campaign. Centered on **Lifting Lives and Leading the Way**, the 10-year, ambitious campaign aims to raise \$250 million to support catalytic investments in students, faculty, infrastructure, and initiatives that distinguish Clark Atlanta as an institution of choice. Since launching the campaign in September 2021, Clark Atlanta, as of February 1, 2024, has raised over \$71 million, representing 28 percent of the total campaign goal.



### Lifting ... Student Access & Success

Representing the largest portion of the campaign, Clark Atlanta is committed to generating \$110 million to fund scholarships, including endowed scholarships, for first-time, returning, transfer, and graduate students to support their financial obligations. This campaign priority also focuses on additional means of student retention: enhancing CAU's Student Success Center and growing Career Services offerings.

### Leading ... Faculty & Academic Rigor

Clark Atlanta's faculty shape the next generation of leaders and thinkers. As such, the university is committed to ensuring that they receive meaningful professional development opportunities, competitive compensation, sabbatical support, and endowed positions. This campaign priority also strengthens the university's ability to support graduate and undergraduate students in their research and teaching endeavors.

### Lifting ... Campus Infrastructure

Clark Atlanta recognizes that campus infrastructure plays a critical role in the CAU experience for students, faculty, and staff alike. Campus master planning efforts seek to restore existing facilities, create new facilities, upgrade technology infrastructure, and fortify campus safety and security measures. These investments aim to holistically improve the CAU experience found inside and outside the classroom, from a proposed Alumni Welcome Center and improved research spaces to enhanced student health and wellness amenities.

### Leading ... Areas of CAU Excellence

This campaign priority increases investments in some of Clark Atlanta's most distinctive centers and academic initiatives. In addition to revitalizing CAU's core curriculum and increasing the number of dual degree offerings, *The Campaign for Clark Atlanta University* will create a variety of new and enhanced learning paths for students, such as expanding the Department of Cyber-Physical Systems and Center for Innovation and Entrepreneurial Development; expanding the Division of Communication Arts; and advancing additional campus centers and institutes like the Center for Cancer Research and Therapeutic Development.

## Why Student Access & Success

Clark Atlanta strives to help students reach their extraordinary potential. Through our liberal arts curriculum, each CAU Panther can pursue their passion—whether mass media arts, social work, the sciences, business administration, or everything in between—and develop the skills they need to collaborate, problem-solve, engage the forces of global change, and enter the evolving workforce of the future.



We use education to level the playing field for our students, who are typically first-generation and come from underserved populations. In fact, 97 percent of CAU undergraduates receive financial aid, including scholarships, Pell grants, and federal loans. Unfortunately, even with financial aid, the support of their families, and employment, closing the financial gap is the #1 barrier students face in persisting in their studies and completing their degrees. CAU's current 6-year graduation rate is 42 percent—above the national average of 35 percent for HBCUs—yet far from the bar we want to set at Clark Atlanta University. This academic year alone, above and beyond donor-funded scholarships, Clark Atlanta institutionally funded more than \$5.6 million for access scholarships and gap funding needs for approximately 4,000 students.



### HBCUs Fuel Economic Mobility

On average, when it comes to mobility rates HBCUs outperform and boast mobility rates more than double the national average.

Through this initial priority within *The Campaign for Clark Atlanta University*, we are committed to raising **\$110 million** to support student access, retention, and success with the goal of helping students stay enrolled, thrive in the classroom, and become successful graduates equipped for their future beyond Clark Atlanta. While the following programs exist at CAU, we have a vision of expanding and enhancing them for all students. Funds within this priority will help:

- **Access and Retention**—through increasing current and endowed scholarships in support of first-time and returning students to help close financial gaps;
- Expand and enhance CAU's **Student Success Center** which will holistically support the CAU First Year Experience and facilitate comprehensive Academic Advisement, Degree Progression Services, Writing and Tutoring Services, and our "Finish-in-Four" Program Support for all undergraduate students; and
- Enhance **Career Services** through the expansion of career-readiness curriculum and resources, access to internships, and preparation for graduate studies.

When coupled together, these investments will have a significant impact on our scholars' retention, persistence, graduation rate, and success following their time at Clark Atlanta University. Lifting the lives of students and helping them lead the way is central to our mission as an institution and is reflected as a top priority of our fundraising campaign.



“ I come from a single parent home of five and every year I question whether I will be able to come back to school. I took a leap of faith when I came to Georgia and had no idea how I would cover all my tuition at Clark Atlanta University. I have been blessed and am grateful beyond measure for the support of donors. I chose college to set myself and my family up for the future.

Imani Ingram  
New Jersey  
Class of 2023

## Leading the Way—Together

Our vision of being a leading institution of higher learning that impacts society through transformative, educational experiences is within reach. Supporting our scholars is always at the center of our work, and through this campaign, we will be able to broaden and deepen the services available to every student, every year.

Philanthropic commitments to Clark Atlanta are an investment in the bright futures of Clark Atlanta University students and will help ensure we continue building on our mission of delivering education that is accessible, relevant, and transformative. With generous partners we are confident that we too can help lead the way.

At Clark Atlanta, finding a way or making a way is a community endeavor.

**Please consider helping us uplift our students  
so they can stay, succeed, and shine at CAU.**

